

P. G. D. M. A. C. Examination

Paper-1

International Business Management

April 2019

Time : 2-30 Hours]

[Max. Marks : 70

Instructions :

- (1) This paper contains **FIVE** questions, all questions are compulsory.
 (2) Question No.2, 3, 4 have internal options.
 (3) Figures in the right side in parenthesis indicate marks.

Q:1 (a) What are the main similarities and differences between domestic and international HRM? 14

Q:2 (a) Write short note on spot market and forward market. 07

Q:2 (b) Explain the payment mechanism in international business? 07

OR

Write short notes on:

1. Regiocentric
2. Geocentric
3. Ethocentric
4. Polycentric

14

Q:3 (a) Describe the formation process of cross-border mergers, acquisitions and international joint ventures. 14

OR

Q:3 (b) Compare three responses (ethical relativism, absolutism and universalism) a MNC manager may take in his/ her operation in a host country; identify the dilemma of these three responses. 14

Q:4 (a) What are the basic differences in international and transnational companies? 07

Q:4 (b) Explain different types of global forex markets. 07

OR

Q:4 (a) What is exchange rate? How it is determined? Discuss the factors affecting exchange rate determination. 14

Q:5 (a) Modes of entering in International Business. 14

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Paper-2

International Business Management

Time : 2-30 Hours]

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[Max. Marks : 70

Instructions :

- (1) This paper contains **FIVE** questions, all questions are compulsory.
 (2) Question No.2, 3, 4 have internal options.
 (3) Figures in the right side in parenthesis indicate marks.

- Q:1 (a) What is segmentation in international marketing? Discuss advantages of segmentation in detail. 14
- Q:2 (a) Provide highlights of current export-import policy. 07
- Q:2 (b) What are the government incentives for export promotion in India? 07
- OR**
- Q:2 (a) What are the different types of CSR activities? Explain with a few examples the CSR activities undertaken by some well known companies. 14
- Q:3 (a) Those products which are highly acceptable in home country couldn't give guarantee of success in international market.- Discuss the statement. 14
- OR**
- Q:3 (a) What are the objectives of European Union? Explain the achievements of EU in integrating its member countries. 07
- Q:3 (b) Short note (any two) 07
1. WTO
 2. WB
 3. GATT
 4. EU
- Q:4 (a) Discuss product line strategy of any one of multinational brand in India. 07
- Q:4 (b) What has SAARC done to improve the quality of life and the welfare to the people of the region? 07
- OR**
- Q:4 (a) What is recruitment? Add a detailed note on sources of recruitment. 14
- Q:5 (a) Explain in detail various training methods. 14

